

OUTREACH TIPS TO GET YOUR DISTRICT INVOLVED!

1. Inform parents about Healthy Families, Medi-Cal for Children and other affordable health coverage programs:

★ Display health care coverage information and referral numbers:

- ♥ on bulletin boards.
- ♥ in the main school office.
- ♥ in nurse, attendance or sports offices.
- ♥ in locations around the school where parents may be present.

★ Distribute information to parents:

- ♥ during school registration, in back-to-school packets and at back-to-school nights, PTA meetings, open houses and school health fairs.
- ♥ at sign-ups for sports and other extracurricular activities.
- ♥ in school newsletters and with report cards and lunch menus.

2. Inform district and school staff on available coverage. Include:

- | | |
|---------------------------------|------------------------------|
| ♥ nurses | ♥ school aides |
| ♥ counselors/
social workers | ♥ coaches |
| ♥ teachers | ♥ school office
personnel |

Ask staff to refer families to the Healthy Families/Medi-Cal for Children toll-free line (1-888-747-1222) for information and assistance.

3. Work with the school food services director to:

★ Include parent request for information fliers in the Free and Reduced Price Meals Applications sent home to parents.

4. Assist with enrollment activities:

- ★ Refer families to a local community-based organization that has trained application assistants. These application assistants can help families free-of-charge in completing Healthy Families and Medi-Cal for Children applications.
- ★ Provide space/facilities within your school district for local agencies and community-based organizations:
 - ♥ to hold special community enrollment events.
 - ♥ to operate a "Health Coverage Information" booth during school health fairs, physicals, immunization drives and vision and hearing testing days.
- ★ Encourage staff to be trained as certified application assistants (CAA).

5. Contact your school board to:

- ★ Adopt the California School Boards Association (CSBA) policy/resolution on affordable health care coverage.

For a copy, contact Martin Gonzalez, CSBA, at (916) 371-4691 or visit www.csba.org, under the CSBA Hot Links, Healthy Families update.

6. Ask your school or district public relations officer to help market information.

SHARE YOUR OUTREACH ACTIVITIES

Contact Outreach in Action
Editor, Cheewa James
at (916) 657-1383 or
cjames1@dhs.ca.gov



SchoolHealthConnections

NEED HELP? HERE'S WHERE TO GO!

★ Refer parents to the Healthy Families and Medi-Cal for Children toll-free number (operators speak 10 languages) 1-888-747-1222 to:

- ♥ ask questions about the health coverage programs.
- ♥ request a joint application.
- ♥ be referred to a certified application assistant (CAA).

School districts who want more information on the programs can also call.

★ Visit the Healthy Families Web Site at: www.healthyfamilies.ca.gov

- ♥ for more information on Healthy Families.
- ♥ for names of organizations that have certified application assistants.

★ Call RHA (Richard Heath and Associates) at 1-888-237-6248:

- ♥ for applications, handbooks and display boards/tear-off pads.
- ♥ to get names of agencies or community-based organizations that have certified application assistants.
- ♥ to get trained as a certified application assistant (CAA). CAAs earn up to \$50 for their school or district for every family enrolled in Healthy Families/Medi-Cal for Children.

★ Call School Health Connections, Department of Health Services, at 1-916-653-7746:

- ♥ to get parent request for information fliers (available in 11 languages).
- ♥ to get a camera-ready copy of a health care coverage summary chart that includes income eligibility guidelines (available in English and Spanish).